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BULLETIN
of the
RHODE ISLAND
LIBRARY ASSOCIATION

Vol. 40 — No. 2

October 1968

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Program

THURSDAY, OCTOBER 24, 1968

Newport Public Library

3:00 p.m. Registration, Exhibits, Coffee

4:30 p.m. Business Meeting

"Libraries Without Trustees" — Walter T. Brahm
State Librarian, Connecticut

The Viking Hotel

5:30 p.m. Social Hour

6:30 p.m. Dinner

Greetings from the City of Newport

"The Librarian and His Education" — Jack Dalton
Dean, School of Library Service, Columbia University

Rhode Island Library Association

Editor, DONALD GIBBS

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TRUSTEES ARE NECESSARY

By Barbara and Raymond Holden

Are trustees necessary? It's a question asked with increasing frequency these days, when public libraries are being integrated into municipal governments administered by professionally trained managers and incorporated into systems planned and operated by a highly professional group of trained librarians. It's a question which, we must admit, more than a few librarians are inclined to answer in the negative.

Perhaps this is the fault of the trustees themselves. Too many, apathetic and uninformed about their own responsibilities and about modern library development, have done too little for too long; and too many, with great enthusiasm but little knowledge and judgment, have done too much, alienating librarians by trying to take over their functions.

There are library boards still in more than one New England state who meet only once a year instead of once a month. They are library trustees who when they do meet consider the managing of the library property more important than the development of library service. There are those, many of them unfortunately board treasurers, who consider that their main function is to hold down expenditures and who think of themselves as taxpayers first and public library trustees second.

There is a wealth of published material on trusteeship, and more is constantly appearing, but there are trust-

tees who have served on library boards for years without bothering to take down from the library's shelves Virginia Young's basic *The Library Trustee: A Practical Guidebook*. Most states provide manuals or handbooks for their trustees, but neither the state agency nor the state association can follow the booklet into the trustee's home to make certain that it is read.

A good trustee should know his library, know his community, know the library world. He should know especially his own state, its library laws and its plan for library development. Newsletters and bulletins and library meetings (where more than one trustee has somehow received, from another trustee or a librarian, the spark which transformed him from an ineffectual to an effective trustee) are the way to this knowledge. Yet unless Rhode Island is an exception, there must sometimes be pretty damning evidence that the information state agencies and state associations have tried so hard to communicate to trustees somehow failed to reach them and be absorbed.

Undeniably, trustees do not always seek to inform themselves about trusteeship. Yet there is also some honest confusion, on the part of trustees and librarians alike, as to what a trustee's function really is. And there are, honestly, many difficulties about doing the trustee's job well.

It is for the trustees to make the policy for the library, and the librarian to administer the library under that policy. Some state standards now require written policies, but many

boards still have none. Yet in perhaps as many others, a capable, aggressive librarian has simply presented the written document to his board, a *fait accompli* for which he wants only rubber stamp approval. The librarian should participate in discussion of policy, of course. (It should go without saying that he is included in all board discussions except discussion of his own salary or tenure, though there are almost certainly in each of the New England states still some archaic boards which meet without their librarian). The librarian's part in policy-making is to suggest areas in which policy should be written, to provide published material which will be helpful, and to make certain that nothing is omitted: service objectives, materials selection, personnel, or any other matters of importance to his particular library. It's his responsibility to speak up if, for example, he sees that an inexperienced or short-sighted board is about to write policy without reference to the *Library Bill of Rights* and the *Freedom to Read* statement, or if he sees that they are in danger of making unwise decisions. The librarian should realize, however, that the board which, with guidance from him, discusses policy thoroughly and then agrees upon how it will be stated, will be a better and more satisfactory board with which to work. The policy will be more meaningful, the trustees will have made it their own, and the board as a whole will be more likely to support the librarian if any critical situation should arise.

The board's primary responsibility is to hire the best available librarian, and then to leave the administration of the library to him. It sounds clear cut and straightforward, but it's not always easy. The best available librarian may, in this era of too-few library school graduates, be very short on professional training. Even if the board is able to find and offer a salary sufficient to attract an experienced professional, there may be problems, for there are librarians — some professionals among them — who, while they may be whizzes at reference or veritable pied pipers when it comes to leading children to books, are poor organizers and administrators.

It is most emphatically not the trustee's business to choose the books for the library. There should be no argument on this score, but in many libraries trustees are still doing it and defending the practice with the argument that the librarian is untrained and so unqualified to make the necessary choices. Some temporary accommodation, such as a book committee with the librarian as chairman, may have to be resorted to in such circumstances, but trustees should recognize that it is only a compromise arrangement and that it is their duty as trustees to see that the librarian gets the best possible training in the shortest possible time so that he can take over the job himself.

It is the librarian who should recommend the budget to the board and the board, having approved it, should secure the funds necessary to provide good library service. Yet there are

many small libraries where the librarian not only needs but wants guidance from the trustees in budget-making. Too often trustees are inclined to be timid about fighting for adequate municipal appropriations, but occasionally it is the librarian who is unduly conservative or has failed to make his board understand what the library's requirements really are.

As interpreters of the community to the librarian, thoughtful trustees who know the community, its people, and its problems can make a very real contribution to the librarian's decision as to library needs, and trustees who are knowledgeable about developments in the library world outside the borders of their own community can more intelligently discuss those needs with librarians. In the matter of public relations, they can work together.

Good communication and cooperation are the keys to successful trustee-librarian relationships in every area and in every library situation. Librarians should neither maneuver nor manipulate trustees — but neither should trustees be arbitrary or adamant.

There are in the United States some 61,000 library trustees, and New England has perhaps more than its share of them. They have come in various ways to sit around that board table — if indeed there is a table. Some are elected by the voters, some appointed by city or town councils or mayors or managers. Sometimes, especially in New England where there is a tradition of library service which extends back to the period of private and as-

sociation libraries, boards of trustees may be privately elected, or appoint their own successors. However they are elected or appointed, these people are all library trustees, but they have varying degrees of power and they face widely differing library situations. A library trustee in a Maine town of less than five hundred people does not have much in common with a trustee of the Providence Public Library. The board with an experienced professional library director and staff has, in fact, different functions than the one whose library must be operated by a single, part-time, non-professional.

It is, therefore, difficult to generalize about trustee responsibility, difficult to define it in detail when the definition must be qualified or interpreted in terms of individual situations. Nevertheless, it is important to recognize that trustees and librarians have different areas of responsibility, and to make every effort to preserve the distinction between them, working always toward the ideal separation and cooperation.

The bond between librarian and trustee is no less distinct than the necessary separation between these two allies. The trustee, although the senior partner since the trustee antedated the librarian, is nevertheless always the amateur and must make up in energy, imagination, and consciousness of the total library environment for the professional training which it is never possible for him to get. He must remember that his board is the nest in which the egg of library service must

be incubated. He must know that he is responsible for the availability to the public, once it has gone beyond the reach and influence of the school, of that body of knowledge of human good and ill without which human reason can only be lame and self-destructive.

If the trustee is what he should be, rare indeed will be the librarian who may dare to feel that he can do without the trustee's help in providing the foresight and vision which a community needs if it is to nurture the growth of the human mind and spirit.

It is true that the role of the trustee, like the role of the librarian, must inevitably be a changing one, but the trustees' function will always be that of a balance wheel working to equalize pressure from within the library world and those external pressures which strive constantly to change the library and its services to a limiting and conforming, rather than a planning and providing, status.

MAHAN LIBRARY

UNITED STATES NAVAL WAR COLLEGE

By John F. DiNapoli

In the words of its founder and first President, Admiral Stephen B. Luce, the Naval War College was established "for an advanced course of professional study where officers could bring to the investigation of the various problems of naval warfare the scientific methods adopted in other professions . . ." Due to Admiral Luce's efforts, Secretary of the Navy William

E. Chandler issued General Order No. 325, October 6, 1884, establishing "a college for an advanced course of professional study for naval officers."

Though the first years were difficult and support for the new enterprise at times non-existent the small group of officers persevered and by 1904 had a new library building. On July 1, 1905 Mr. Frederick C. Hicks took charge as the first librarian. Mahan Hall as the library building was later named was enlarged in 1938 and again in 1965.

The library collection grew as the interests of the classes broadened. Today Mahan Library, named for Admiral Alfred Thayer Mahan, the internationally known naval historian and second president of the college, consists of approximately 225,000 volumes. Many of these are bound periodicals, as well as books, documents and periodicals in microform.

The collection in Mahan Library includes works in all fields of knowledge, with emphasis on the specialized areas of interest to the naval profession, i.e. naval and military science, international law and relations, political science, history, economics, science and technology, world politics and geography. The library currently subscribes to over 1,000 periodicals.

Over the years Mahan Library has also acquired a small, but fine, collection of rare volumes in naval and military science and its related fields. Included are several valuable editions of *Hakluyt's Voyages*, the works of Admiral Mahan in English and in various translations — German, Japanese, Rus-

sian, etc., a limited edition of T. E. Lawrence's *Seven Pillars of Wisdom* and a 40 volume set of *Naval Chronicle* 1799 to 1818. Among our special items are an extensive collection of theses written by former students and including those of Admirals Conolly, Halsey, Kalbfus, King, McCormick, Spruance and Generals Almond and Gerow. Complete sets of the Navy Records Society and the Hakluyt Society publications as well as the United Nations Treaty Series can be found in the stacks.

Supplementing Mahan Library are the Classified Library in Mahan Hall, and its branch in Sims Hall containing 70,000 documents of a security classified nature. Sims Library, a branch of Mahan Library, serves the Command and Staff School and Naval Command Course resident in Sims Hall.

The library is limited to serve the resident staff and students. However, all agencies of the U. S. Government at times make use of the unique features of its collection.

OUT-REACH IN THE PUBLIC LIBRARIES OF RHODE ISLAND

An increased awareness of community needs and a spirit of reaching out into the community to give service to various age levels is evident in the replies which came in answer to four special questions added to the fiscal 1968 Annual Report forms.

The first question was: How many hours of Neighborhood Youth Corps help have you used during the past year?

One sixth of the public libraries had used such assistance, with a total of 17,926 hours. The libraries undoubtedly benefited from the efforts of so many high school people. On the other side of the coin, of course, were the hours of careful planning and instruction on the part of librarians and their staffs in order to make this work meaningful to the library and to the young workers themselves. Some of the summer help has been carried over into the school year and, here and there, an element of recruiting to the profession has certainly entered the picture.

The second question was: Has any Head Start program made use of your library?

A dozen libraries contributed to

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Head Start programs, chiefly with supplying supplementary materials. One had 25 class visits.

The third question was: Has your library cooperated in any remedial reading program of your school system?

A quarter of the public libraries had a yes answer. Some offered supplementary reading, some had visits of classes, some assisted individual children who were identified as sent in for this type of help. One helped with a special summer program, and in one case tutoring sessions were held in the library itself.

The fourth question was: Can you estimate the number of senior citizens reached by your library?

Over half the libraries mentioned some service to the older reader, with a great range in the type of service other than to elderly registered borrowers. Both programs and shut-in service were listed, some done entirely by the library, some accomplished with the help of a local club.

The Marian J. Mohr Memorial Library served eighty patrons in a housing development by shut-in service. The Greenville Public Library reached about 1,300 senior citizens during the year, many of whom were in a nursing home. By library programs alone, the Pawtucket Public Library reached 1,000 such patrons, in addition to their shut-in service. The Sherman-Leclerc Public Library established repository collections at two nursing homes, each housing approximately fifty people. At one of these nursing homes a record player and talking books are provided

regularly as part of the shut-in service. The Anne Ide Fuller Library also has book deposits at convalescent homes.

The geographic spread of those giving these special services reached to every corner of the state, showing that size of library or its location had little to do with the effort to move beyond the usual library patron and reach those with a particular need, whether the patron is very young or very old. Head Start begins before age 4; one library mentioned a spritely reader of 92. Out-reach is now a growing part of our public library service.

VETERANS ADMINISTRATION HOSPITAL LIBRARY

Library service in the Veterans Administration has three responsibilities. It provides direct service to patients, reference and bibliographic service to the medical staff, and service to other employees in connection with their official duties. To fulfill these responsibilities an integrated library service is maintained at the Veterans Administration Hospital, Providence, with two libraries under the direction of a Chief Librarian.

The Patients' Library contains a collection of general literature similar to that of a small public library, with basic reference books, magazines and newspapers. Since the veteran patient population consists almost entirely of adult males, reading materials are selected to meet their interests. Bookcart service is provided to patients unable to go to the library. Employees are also privileged to use this library, but

patients are always given priority.

The purpose of the Medical Library is to provide a well-balanced basic working collection of texts and journals for the medical and allied staffs. Our collection of texts and monographs numbers approximately 1,200. We subscribe to over 90 journals for which we maintain files for ten years. No attempt is made to establish a large research collection. Standard medical directories and indexes such as *Quarterly Cumulative Index Medicus*, *Cumulative Index Medicus* and current issues of *Index Medicus* are provided.

In addition to materials required by the medical staff, the collection includes books and periodicals in other related fields, such as hospital administration, nursing, dentistry, and social work. It is used not only by staff physicians and residents but by nurses, nursing affiliates, medical technicians, and all other related personnel. Reference and bibliographic service, including interlibrary loans, is provided.

Our journal holdings are listed in the *Union List of Medical Journals* in the Providence area, and we are happy to provide interlibrary loan service.

Use of the library can be extended to individuals on a referral basis only. All requests for such use must be initiated by the librarian of the hospital or institution to which the individual is attached, and directed to the Chief Librarian. Regular library hours are from 8:00 a.m. to 4:30 p.m., Monday through Friday.

It may be of interest that the Veterans Administration libraries consti-

tute one of the largest library systems. Centralized cataloging is done for the entire system with the Dewey Decimal System being used for the Patients' Library, and the National Library of Medicine Classification for medical libraries. A *Union List of Periodicals in Medical Libraries of the Veterans Administration* facilitates borrowing from the Veterans Administration.

ROSALIND F. BUSWELL
Chief Librarian

THE PRESIDENT OF N.E.L.A. COMMENTS ON THE AREA LIBRARY

It was standing room only at 9:00 a.m., August 20, in the Sayles Free Public Library, Lincoln, principally because the half-dozen chairs were pushed aside to make room for some thirty people. This setting, a crowded semi-basement under the local American Legion Hall, typified the obsolete congested quarters in which many small communities struggle to maintain their libraries and provided an eloquent backdrop for the announcement of the new Blackstone Valley Area Library.

Most prominent was Rhode Island Governor John H. Chafee, who alternated, in familiar TV style, with Jewel Drickamer, Deputy Director of the Department of State Library Services. Both had been introduced by Elizabeth G. Myer, Director, and all took turns in emphasizing that a blend of federal, state and local funds was going to make possible a \$1,300,000 li-

library for the three cooperating communities of Woonsocket, Cumberland, and Lincoln at a cost to each of \$125,000. The Governor assured the assembled library trustees and public officials that the value for the money was outstanding.

Among those testifying to their pleasure were James S. Healey, of the Graduate Library School of the University of Rhode Island, and Oscar Guilbeault, Readers Services, Providence College Library; library surveyors whose work had begun the planning in which three communities are joining forces to provide an excellent modern library at a mutually convenient point.

This innovative quality attracted not only federal Library Services and Construction Act Title II funds but was the only library-related venture receiving a grant of Economic Development Act funds, obtained by the Governor's office through the New England Regional Commission.

Miss Arlene Hope, Library Services Program Officer of Region I of the United States Office of Education, expressed her pleasure in helping launch a venture which takes a big step forward in demonstrating how cooperating communities can provide quality library service in a relatively sparsely settled area.

A successful, initial project for more than one community would prove an excellent example for many other areas of New England.

As President of the New England Library Association, an organization keenly interested in cooperative libra-

ry ventures throughout New England, I should like to add my applause for the conception of this project, and wish it well.

LAWRENCE E. WIKANDER, *President
New England Library Association*

NEW ENGLAND MEETING IN OCTOBER

The New England Library Association has again chosen Wentworth-by-the-Sea in Portsmouth, New Hampshire, as the setting for its annual Conference, October 2 through 5.

On the roster of excellent speakers, A.L.A. President Roger McDonough is scheduled for Friday evening; Miss Eleanor Ferguson, Mr. Bergen Evans, and Mr. William B. Huie will also be featured speakers.

The convenient location and highway system should enable Rhode Islanders to take in at least a day of the Conference. One day round-trippers have had successful day attendance there other years. Autumn coloring at that seaside spot is usually at its peak about then. Let us plan for a strong contingent on the move to NELA!

NEW FILMS

Warwick Public Library is to be complimented on its swift implementation of the directive which went with the supplementary film grant this last fiscal year. Each of you will have received a brochure listing the new films now in the Rhode Island Library Film Cooperative.

Libraries supplying films to groups, from the Cooperative, ought them-

selves to emphasize that the Rhode Island Library Film Cooperative is the source, and should ask those using the films to do the same. Further financing will be much more possible as people realize that it is this united effort which makes the films available.

LIBRARIANS SERVE YOUR SCOUTS

In order that libraries may be better and sooner able to cooperate with Scouts and Scout leaders, *Librarians' Guide to Scouting, 1967-68* is being enclosed for the Rhode Island public libraries. The guide outlines activities and publications of Boy Scouts of America, and it will be useful for planning displays and book talks or for furnishing information on specific subjects of special interest to Scouts.

JOBS FOR MOTHERS

Fifty jobs and money-making hobbies for mature women are listed in a pamphlet entitled, "Fifty Years On," by Katharine M. Banham. Brief descriptions of various occupations with requirements for entering them are given, as well as brief bibliographies for further reading. The pamphlet is available for fifty cents a copy from the Altrusa Club, Durham, North Carolina.

JEWISH BOOK MONTH

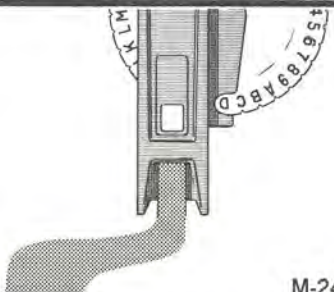
November 15 - December 15

For information on posters, book-marks and other materials for the 1968 Jewish Book Month write Jewish Book

Council of America, 15 East 26 Street, New York 10010.

BUDGETS FOR SCHOOL LIBRARIES

A thirty-page revised edition of Margaret M. Robinson's guide for beginning librarians, *The School Library Budget*, is now available. Information on developing a budget is included as well as a detailed run-through of the three main areas: supplies, equipment, and materials. Orders with a check for \$1.00 should be made to Margaret M. Robinson, Associate Professor of Library Science, Department of Education, Eastern Michigan University, Ypsilanti, Michigan, 48197.



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LIBRARIANS — PLEASE HELP

The Chairman of the ALA Friends of Libraries Committee has asked for information which we do not have. You can help.

Please send DSLS a postcard with the following information if YOUR LIBRARY IS FORTUNATE ENOUGH TO HAVE A *FRIENDS OF THE LIBRARY* ORGANIZATION:

1. How many members has it?
2. Who is the chief officer?

(If you do not have a *Friends* group and wish one, please let us know.)

DATES FOR YOUR CALENDAR

Sunday evenings	All About Books 11:06 WJAR Newport Public Library
October 10 (Thursday)	Paperback Reference Collection Program 9:30 A.M. Meeting Room — Third Floor Principal Public Library, Providence
October 21 (Monday)	Island Interrelated Library System Meeting 7:30 P.M. Barrington Public Library
October 24 (Thursday)	R.I.L.A. 2:30 — Registration Newport Public Library Newport, Rhode Island
October 30 (Wednesday)	School Librarians Meeting 4:00 P.M. Western Interrelated Library System Warwick Public Library

Please note: The TV High School course on WSBE-TV, Channel 36, began September 23rd. Times and programs are available from the station. Supplementary reading is available at your local library.

ILLINOIS LIBRARY ASSOCIATION

The Illinois Library Association is organizing two flights to Europe, following the ALA Convention, scheduled for Atlantic City, in 1969, for the members of ILA:

Chicago to London and Amsterdam, departing on June 30 and returning by same route on July 27. Round trip fare is \$279.00 per person.

New York to London and Amsterdam, departing on June 29 and returning by same route on July 26. Round trip fare is \$210.00 per person.

Package tours, in connection with the flights, if desired, are arranged for: Grand Europe, British Isles, Scandinavia, Eastern Europe, Greece, Orient, and South Pacific.

For detailed information, write to: Mrs. Dorothy Salchenberger, Secretarial Assistant, I.L.A., 6725 N. Rockwell St., Chicago, Illinois 60645

INFORMAL PUBLICITY INFORMATION

**An Outgrowth of the
Community Outreach Workshop Project
sponsored by the
Providence Public Library**

*By Sylvia Moubayed
Public Relations Officer, RILA*

I — Determine what material is newsworthy and what is not

a) Be very selective in determining this. The mass media are swamped with thousands of requests for publicity. They will only feature what is exciting . . . different, while innumerable

requests are relegated to the waste paper basket. Therefore plan with imagination and flair.

b) Having selected newsworthy material, determine how much publicity you can expect for each particular item. Be realistic; don't ask for big newspaper spreads or long broadcasts for everything. Not all library material deserves a headline! For most library activities, concise news releases (see Appendix I) in the newspapers and radio spot announcements (see Appendix II) are all you can expect and all you can get. If you ask for more, you will jeopardize your chance of getting excellent coverage when you have something really exciting going on.

c) To determine what is newsworthy, it is helpful to list special features or 'applause factors':

"Appeal: Ask yourself these questions: Who cares? What exactly does he care about? Why does he care now?

Plain Facts: What's the news?

Action: Does your message have any dramatic qualities — people doing things, conflict, struggle, suspense?

Uniqueness/Universality: Is everybody doing it? Or is this the only one of its kind?

Significance: Does your message make a difference? Does it have the factors of timeliness, proximity, prominence and relevance?

Energy Increment: Are you think-

ing and feeling deeply about the message? [enthusiasm]

Not all messages have all of these applause factors, by any means . . . [however] if your message is notably barren of applause factors, maybe you don't have any message at all!"¹

1) Schoenfeld, Clarence A. **Publicity Media and Methods**. New York, Macmillan & Co., 1963 p. 101-102

II — Determine the most appropriate outlet for the type of publicity you have in mind

a) i — Which newspaper is likely to be interested in what you want to publicize? Evaluate whether what you have planned has local, state or national appeal, then select accordingly a local, state or (very rarely) national newspaper or magazine.

ii — You must also be well acquainted with the policies and characteristics of each newspaper in determining this. For example a local (city) newspaper might be interested in covering, more or less broadly, every exhibit or event in the local city library whereas a state newspaper will be highly selective of the event in that library, which it will cover. On the other hand, a city newspaper may never be able to give you a full page coverage, however exciting the event, whereas a larger paper, if really interested, might well do so.

iii — Determine the most appropriate department, section or column in the newspaper, for your activity, then send your material to the editor of that

department, section or column. However, if you have built a really close contact with someone on the staff of that newspaper, it is often preferable to work through him, even if he will refer the material to another department.

b) Determine what radio or television station is likely to be interested in what you have to publicize, following the same pattern as in a) i, ii and iii above, except that here we are concerned with evaluating specific programs which might give us air time (see Appendix II).

III — Plan ahead

When dealing with the press, radio and television, it is important to give them plenty of time to work with.

a) For potential feature articles in the newspapers, newspapers should be contacted as soon as possible, preferably three to four weeks prior to the time your article should appear. If however, the time factor is unimportant, let them decide when your article should appear. If color photographs are involved, you need to contact the press at least eight weeks ahead of time.

b) For spot announcements on the radio, send your material to the station three to four weeks ahead of time, if possible.

c) For appearances on television, work with a liaison officer six to eight weeks ahead of time.

IV — Dos and don'ts in press relations (see Appendix III)

a) Get acquainted with them. "Call personally on the editor, if it is a small paper, the city editor or his assistant on a metropolitan paper. Sell yourself. Never try to fool them or get around a reporter by going to another . . . it is good to be around the paper with a smile on your face so that they know you." GEORGE SWETNAM, *Reporter Pittsburgh Press*

b) Cooperate with them. Remember that the press has deadlines to meet. If they need information, it must be given to them promptly, even if certain routines have to be bypassed.

c) When there is competition between newspapers, be fair. Do not always give one paper everything. If you have given a story to just one paper, then give the next story to the other paper.

d) If you have an exciting story, take it down personally. Thus the reporter will be conditioned to expect something special, when you take the time to meet with him. Other advantages of personal delivery are: "a chance to fill in details if the editor wants additional information . . . a legitimate opportunity to get better acquainted personally with the newsman and your story has more immediacy when you bring it to the paper in person."²

e) Don't give details of a story over the telephone, if you have the time to

get the story to the newspaper in the approved written release form. However, for a feature article to be written by the reporter, a pleasant telephone call followed by a personal visit would be the best approach.

f) Always have enough written information on hand (e.g. information on the technique of batik, if you have an exhibit of batik) to make it easy for the reporter to write a feature story without too much research. However don't swamp them with too much material.

g) Anticipate their demands. Since the press thrives on 'human interest' elements, make sure to have worked out a plan ahead of time. Since a picture enhances any write-up, plausible picture material should be thought out. Remember that reporters are partial to pretty girls!

h) Don't beg for publicity. Be positive; if you have planned something exciting, it should be easy to sell, and the reporter will thank you for it.

i) Don't demand publicity. The mere fact that the library is a worthwhile institution will not entitle you to any attention from the press. Your success must rest on the news value of what you wish to publicize.

j) Enthusiasm and a sense of humor are your best assets.

k) Be concise, newspapermen are busy. Do not talk about unrelated material. Do not stay a minute longer than you have to. This applies whether the contact is in person or over the telephone.

1) Following a visit, always leave a stylish, attractive, colorful flyer or program (see Appendix IV) stating: What, When, Where. It looks professional and serves as a reminder.

m) If you ask a newspaper to send a reviewer to attend some special event, include a couple of tickets with your invitation. If no tickets are needed, don't forget to reserve a seat for the reviewer.

2) Schoenfeld, **Publicity Media and Methods**, p. 214

APPENDIX I

News Releases³

Use plain paper, preferably 8½ x 11 inches.

Put your name, address and telephone number in the upper left-hand corner, and unless you desire a special date and so indicate, *for immediate release* should go in the upper right corner area.

Type (clearly and legibly) on only one side of the paper, with lines double or triple-spaced, wide margins all around.

Begin story four or five inches down from the top, leaving sufficient space for the copy editor's caption, or head.

In the first paragraph, or lead, give basic facts answering the reporter's proverbial five W's — Who, Why, What, When and Where (and sometimes How).

Use simple words, clear, short sentences and paragraphs. Do not hyphenate words at end of line, but start new lines where necessary.

Write the story so that it will be essentially complete, even if the later paragraphs are omitted.

Aim for strict accuracy in the presentation of facts with special attention to names, titles, dates and time.

If a piece runs to more than one page, write (MORE) at lower right of each page of continuation.

Use imagination in initiating ideas. Keep eyes and ears open for good story and picture possibilities.

Once a release is submitted, do not ask when it will appear in print, but check newspapers carefully. Profit by changes made in your copy.

3) Coplan, Kate, **Some Thoughts on Library Public Relations**. In: Coplan, Kate, and Castagna, Edwin, **The Library Reaches Out**. New York, Oceana Publications, 1965 p. 346

APPENDIX II

Spot Announcements

Radio stations will accept short announcements, free of charge, as a public service. These announcements must be brief varying from 20 to 60 seconds in length of time. A 60 seconds announcement consists of approximately 125 words. The shorter the announcement, the more often it will be used.

State your message simply, clearly and concisely. All they need to know is what event is being held, where, on what day, at what time and the sponsors, if any. You may type this information (double spaced lines and wide margins) using a separate sheet for each spot announcement. Or you

might prefer to send a flyer (provided it is brief and clear) about the event, with a note asking the radio station to kindly make spot announcements.

Following is a listing of radio stations in Rhode Island:

W.B.R.U. FM
75 Waterman Street
Providence
Events of Note*

W.C.R.Q.
29 Weybosset Street
Providence

W.E.A.N. PROVIDENCE
JOURNAL CO.
75 Fountain Street
Providence

W.H.I.M. AM-FM
115 Eastern Avenue
East Providence

W.E.R.I. RADIO STATION
11 Railroad Avenue
Westerly
Public Service Bulletin Board*

W.I.C.E. PROVIDENCE
BROADCASTING COMPANY
198 Dyer Street
Providence

W.J.A.R.
176 Weybosset Street
Providence
Community Bulletin Board*

W.K.F.D. RADIO
19 Updike Avenue
North Kingston
Town Crier*

W.L.K.W. RADIO R.I. INC.
228 Weybosset Street
Providence

W.N.R.I. RADIO STATION
786 Diamond Hill Road
Woonsocket

W.P.R.O. AM-FM
24 Mason Street
Providence
Town Topics*

W.R.I.B. R.I. BROADCASTING
COMPANY
200 Water Street
East Providence

W.W.R.I. RADIO STATION
1501 Main Street
West Warwick
Public Service Department

W.X.T.R. ROGER WILLIAMS
BROADCASTING CO., INC.
96 John Street
Cumberland

W.Y.N.G.
19 Luther Avenue
Warwick

W.A.D.K.
Newport
* *May differ in future*

APPENDIX III

How to Work with the Press⁴

"When a reporter arrives he is interested in only one thing. He wants facts — a story. That's his business — the way he makes a living.

Tell a reporter 'I don't know' if you

are not acquainted with the situation about which he is questioning you. Be as helpful as you can.

When you wish to make an off-the-record statement, be sure the reporter understands that what you say is 'off-the-record.' When you go back on record tell the reporter that such-and-such a portion of what you have to say may be quoted.

Keep in mind the four F's — be Friendly, Frank, Fair and Factual.

Don't be surprised if the editor rewrites your story. That's his job.

Don't question his edition unless it results in a misstatement. Then be sure of your facts, before jumping down his throat! Don't ask editors to print corrections unless they are absolutely necessary. They don't like to do it. Furthermore, the correction only highlights the error!

Don't try to suppress bad news. The more obstacles you put in the way of a good reporter, the harder he will work to knock them down: at your expense!

Don't thank reporters for 'putting a story in the paper.' They would not use the story if it did not have news merit. You can, however, compliment a reporter on a well written story.

Don't argue about the slant of a story. News writers are best qualified to know what part of a story to emphasize. Frequently what we consider the big point will be buried — and rightfully so.

Don't call a paper and ask why your story wasn't carried. Forget about it.

Go to work on the next one and make it even better than the last!"

LEONARD DAVIS

4) Schoenfeld, *Publicity Media and Methods*, p. 212

APPENDIX IV

Informal Information About Printed Aids

Printed material is a great asset in any publicity program. Flyers and booklists can be widely distributed through the mail, within the library and also in selected commercial concerns.

Printed material is plentiful; yours has to be different, if it is to be picked up! Be choosy, when selecting the texture and the color of the paper to be used. Striking colors, bold but not crude add style and flair! A slightly thicker grade of paper is more professional looking.

If you have talent, it would be fairly simple to make an attractive design on a stencil (if you have a mimeographing machine) or plate (if you have an offset machine). If you do not own any equipment, find out if you may use the equipment available in your City or Town Hall or in your School Department.

If you are no artist (!) there are shortcuts that will enable you to create attractive professional looking printed material at little cost:

For a mimeograph machine, an electronic stencil can be made of virtually any visual material.

For an offset machine, a negative and plate can be made of virtually any visual material.

To make your original, from which the electronic stencil, or negative and plate will be made:

1. Use white paper the size of your finished material.

2. For lettering, you may use vinyl or paper lettering available in all shapes and sizes at your local art store; choose the self-adhesive type. You may also use lettering cut out from letterheads or other printed material and taped onto the original.

3. For visual material, you are limited only by your imagination. Cut appropriate pictures, cartoons or headlines from magazines and paste them onto the original; paste emblems from letterheads or brochures, if they tie in with your program. Photographs, if appropriate can help create highly professional looking flyers.

4. If you wish to reduce or enlarge the size of your visual material, it can easily be done but at an additional cost. For example, simply send in a photograph (in a book, if necessary) and specify what size you want it to be on your electronic stencil or negative and plate.

5. For best results, use only black and white. Your colorful paper will make up for this.

6. To find out where you can have

an electronic stencil made, check your yellow pages, under 'Copying and Duplicating Service' and make a few calls to find out who would accept to make an electronic stencil for you. The following have done electronic stencils for libraries for under \$3.00:

A.B. DICK COPYING PRODUCTS

319 Broadway, Providence
Telephone 421-9244

**PAWTUCKET TYPEWRITER
EXCHANGE**

44 North Union Street, Pawtucket
Telephone 722-6948

7. To find out where you can make a negative and plate, check your yellow pages under 'Offset Negative Plate Service.' The following has done this service for libraries for under \$4.00:

LITHO ARTS

33 Acorn Street, Providence
Telephone 421-5858

8. When you receive the electronic stencil, you can run it off on your mimeograph machine, as you would a regular stencil.

9. When you receive the negative and plate, you can use the plate on your offset machine, as you would a regular plate.

10. If you send your original in through the mail, you may expect to receive your electronic stencil or negative and plate within two or three days.

Full Service . . . Means Local Service

FRANKLIN SQUARE - BAY STATE PERIODICAL SERVICE, INC.

**18 Tremont Street
Boston, Massachusetts 02108**

Telephone (617) 742-0527

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